

# HOTEL

## | BRIEF

DESIGN THE FIRST HOXTON HOTEL IN AUSTRALIA, THAT GETS THE WHOLE COUNTRY TALKING. TAKE ADVANTAGE OF THE VIEW, OF THE SYDNEY HARBOUR IDENTITY.

## | AIM

THE NEW HOTEL'S DESIGN MUST ALIGN WITH THE GROUP'S EXISTING QUALITY STANDARDS AND BRAND ESSENCE. HOWEVER, IT SHOULD ALSO EXPRESS ITS OWN NARRATIVE BASED ON A FRESH AND DISTINCTIVE CONCEPT THAT REFLECTS ITS LOCATION. THE DESIGN MUST BE CONTEMPORARY AND CUTTING-EDGE.

## | CONSIDERATION

CERTAIN BUILDING ELEMENTS MUST REMAIN UNTOUCHED DURING RENOVATION OR RESTORATION TO ENSURE PRESERVATION, INCLUDING EXTERNAL WALLS, WINDOWS, AND OPENINGS. ADDITIONALLY, TIMBER COLUMNS, THE BULK OF THE FLOOR FRAMING, AND THE FIRE ESCAPE MUST BE RETAINED.

**AGNIESZKA BILSKA**

## Client Analysis

- The first Hoxton Hotel was opened in Shoreditch 2006
- In 2012 Sharan Pasricha became the CEO of The Hoxton
- There are currently 6 Hoxton locations around the world (soon to be 7 with the opening of Sydney)
- The Hoxton have 4 core values  
DISCOVERY, CURIOSITY, OPENNESS + HONESTY

### the hoxton

★★★★★

"A series of open-house hotels inspired by the diversity and originality of the streets and scenes that surround us"



## Location Analysis

Woolloomooloo, NSW 2011

- 1.5km away from Sydney CBD
- Close to public transport
- Best known for Finger Wharf (an old cargo dock)
- Multicultural area
- Population of 3835
- Woolloomooloo has a variety of fine dining, hip bars, theaters, art exhibitions and harbour views

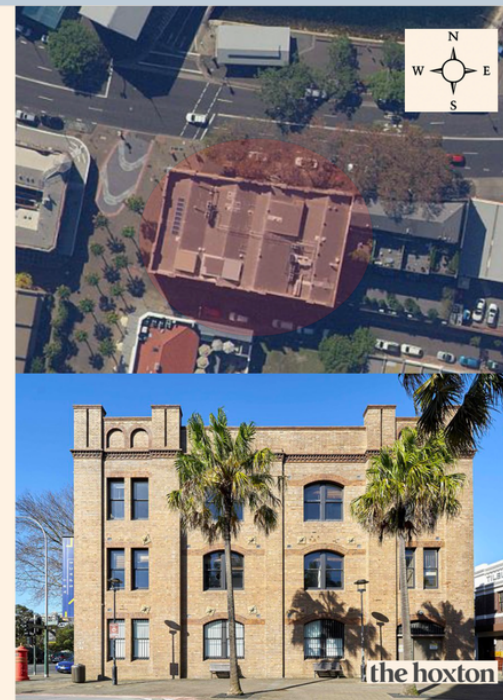


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## Building Analysis

43-51 Cowper Wharf Roadway, Woolloomooloo

- 4 storey building
- Exposed brick exterior
- Heritage protected area
- During WWII it was transformed into a naval film cinema and laboratory in 1948
- Front of building is North facing
- Must retain external walls and existing openings
- Timber columns and the bulk of the floor framing must be retained



## Guests

RELAXED



COOL BEN

CREATIVES



Sassy Adaline

TRAVELER



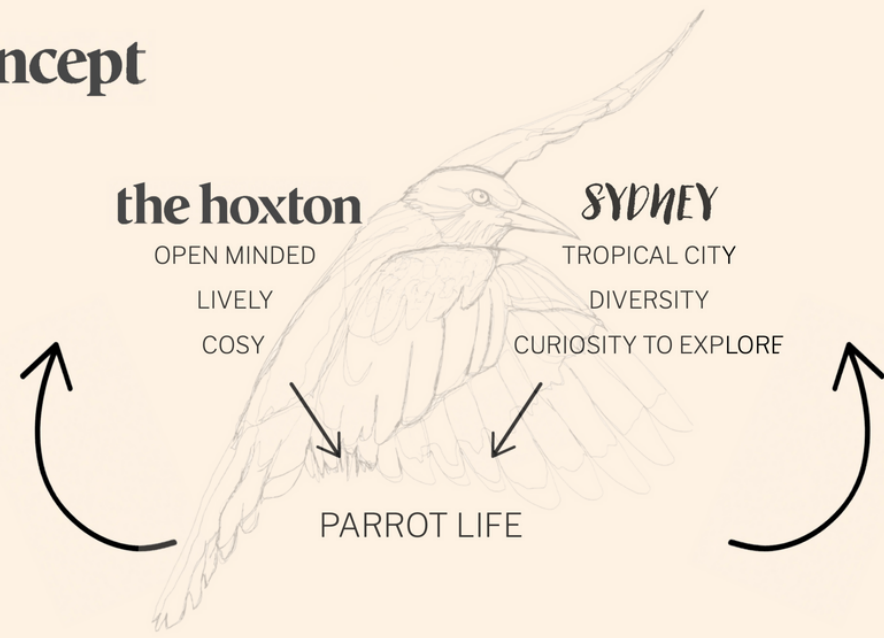
Glam Irene



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# Concept



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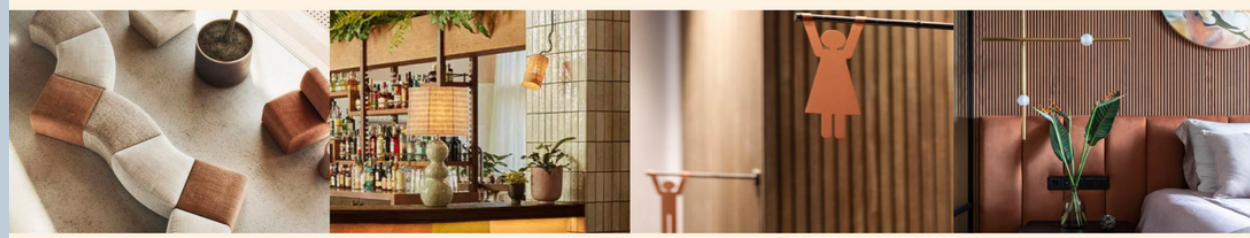
# Concept Board

COLOUR  
TEXTURE  
UNITY



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# Mood Board



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# Sample Board

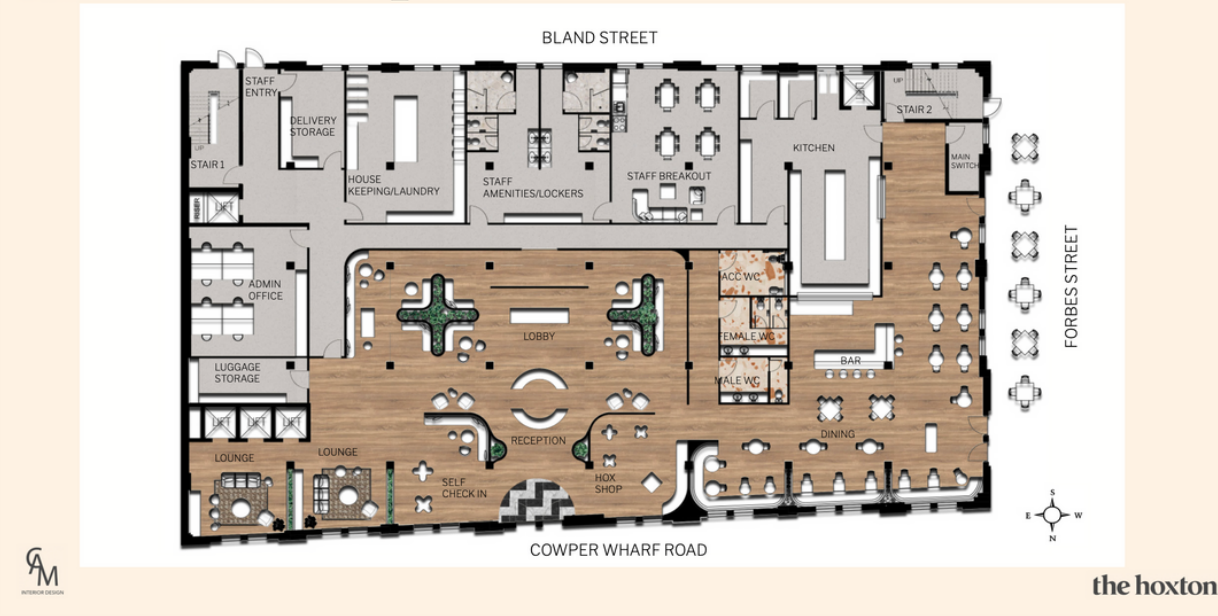
GROUND FLOOR



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## Ground Floor plan



## Level 1 Floor plan



## Level 2 Floor plan



## Rooftop Floor plan





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# Room Type


STANDARD	DOUBLE STANDARD	MEZZANINE	ACCESSIBLE	DELUXE
				
LORIKEET 28m2 - 31m2	KOOKABURRA 38m2	WILLIE WAGTAIL 50m2	GALAH 38m2	ROSELLAS 52m2 - 54m2

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## Detail Plan


MEZZANINE WILLIE WAGTAIL  
50m2




DOWNSTAIRS



UPSTAIRS



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